

PARENTAL ROLE MODELS AND ENTREPRENEURIAL INTENTIONS IN COLOMBIA: ¿DOES GENDER PLAY A MODERATING ROLE?

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Abstract

The purpose of this paper is to examine the effect of parental role model in gender entrepreneurial intentions. The authors distinguish between paternal and maternal role models and investigate how their influence on students' decision to become self-employed is moderated by gender.

Keywords

Self-employment, Gender, Theory of planned behaviour, Entrepreneurial intentions, Parental role model